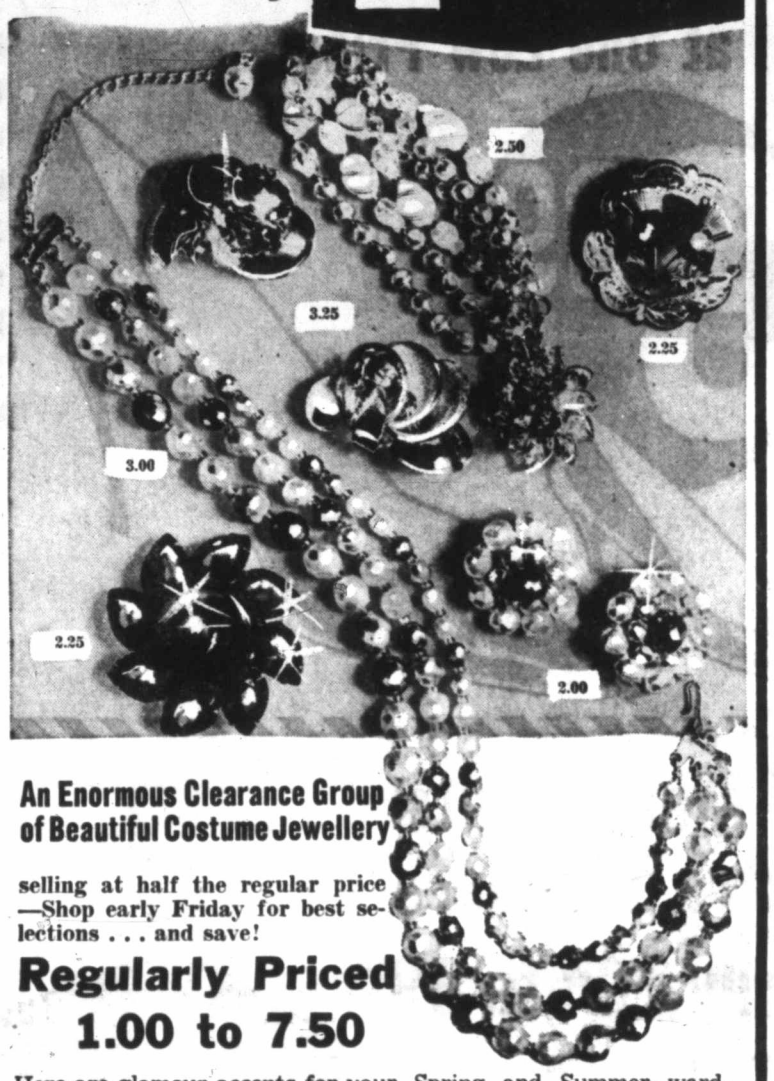
EATON'S OPPORTUNITY DAY FRIDAY

Don't Miss Big Savings

Manufacturer's Clearance of Costume Jewellery

½ Price



An Enormous Clearance Group of Beautiful Costume Jewellery

selling at half the regular price —Shop early Friday for best selections . . . and save!

Regularly Priced 1.00 to 7.50

Here are glamour accents for your Spring and Summer wardrobes. You'll find individual pieces and sets you'll want for gifts, too. Choose necklets, earrings, pins and bracelets. Stones are set in white and yellow metal.

Opportunity Day Special, each **50c to 3.75**

EATON'S—Jewellery, Main Floor, Phone EV 2-7141

JANUARY FUR SALE

Last Day Friday

Your last opportunity to save on elegant furs from EATON'S. Though this is the last day, bargains are still a-waiting. Hurry in Friday and you will still be able to save on Red Label Specials . . . in EATON'S January Fur Sale, and buy with NO DOWN PAYMENT, too!

Muskrat Flank Jackets (Dyed)

To top lovely suits now and through Spring . . . dyed muskrat flank jackets with panel and box back, attractive roll collar and tailored cuffs. Sizes 10 to 18.
Red Label Special, each **110.00**

Persian Lamb Jackets

Choose lovely black (dyed) or natural grey Persian lamb jackets with pointed collars, panel, box or belted backs and fitted cuffs. Sizes 10 to 20.
Red Label Special, each **199.00**

Group I Muskrat Back Trottors

A special buy . . . panel and ripple back trottor jackets with roll collars, fitted cuffs. Dyed muskrat. Sizes 10, 12 and 14.
Red Label Special, each **149.00**

Group II Muskrat Back Coats (Dyed)

Here are 2 trottor-length coats, 5 full-length coats, all beautifully styled. Sizes 10 to 20.
Red Label Special, each **249.00**

EATON'S—Furs, Second Floor, Phone EV 2-7141

JANUARY the month of RED LABEL SALES at EATON'S
(convenient Budget Plan Terms available)

Buy a Sun Lamp
Regularly 13.25

Enjoy a suntan . . . in wintertime! Even on a rainy day, you can bask in the warmth of sun rays . . . with a sun lamp from EATON'S.
Opportunity Day Special, each **9.95**

Save on Baby Pants
Ordinarily 29c

They're durable, washable and waterproof . . . clear plastic film baby pants . . . at a low Opportunity Day price. In medium size only.
Opportunity Day Special, pair **15c**

EATON'S Pharmacy Limited, Main Floor, Phone EV 2-7141

40% Off Fine Swiss Watches

Limited quantity of men's and women's, boys' and girls' fine watches at prices much lower than regularly marked. Shop early for your choice.

Boys' and Girls' Reg. 13.95 and 14.95
Smart 7-jewel Swiss watches in modern styled yellow case. Just right for the school-age boys and girls.
Opportunity Day Special, each **9.49 and 9.99**

Men's and Women's Reg. 25.95 to 71.50
Brand-name watches, including a wrist alarm watch and men's and women's dress watches. **Opportunity Day Special, each** **15.57 to 42.90**

Man's Automatic Watch Reg. 59.95
This 41-jewel automatic watch has yellow case and is water resistant and shock protected. With matching expansion bracelet.
Opportunity Day Special, each **34.95**

EATON'S—Watches, Main Floor, Phone EV 2-7141

Sunbeam Electric Razors
Regularly 32.50

21 only of these precision-made Sunbeam razors. The smart "Golden Glide" model comes in handy coloured case and features hollow ground cutting blade. A wonderful gift for your Valentine—so be sure and shop early!
Opportunity Day Special, each **19.95**

EATON'S—Cutlery, Main Floor, Phone EV 2-7141

Big Savings on the Underwood "Diplomat" Portable Typewriter

Here's the machine to suit students, business people or anyone who enjoys the convenience of a portable machine. Check these features: Key set, tabulator, two-colour ribbon, stencil cutter, plus other de luxe features. Leatherette-covered carrying case has plastic handle and sturdy lock. Grey only. **Opportunity Day Special, each** **89.95**

EATON'S—Stationery, Main Floor, Phone EV 2-7141

Rainy Weather Boots for Women

Opportunity Day Special, pair **6.95**

Clearing from our regular stock . . . smart nylon or rubber boots with warm fleece lining, fur collar, zipper front and ground-gripping soles. In brown or black in broken sizes.

Co-Ed Shoes

• Pumps • Strap Shoes • Laced Shoes in this sale group of fine Co-Ed shoes. In broken and discontinued lines are suedes and smooth leathers in red, black, brown and beige. Shop early for best choice.
Opportunity Day Special, pair **4.98**

EATON'S—Family Shoe Centre, Second Floor, Phone EV 2-7141

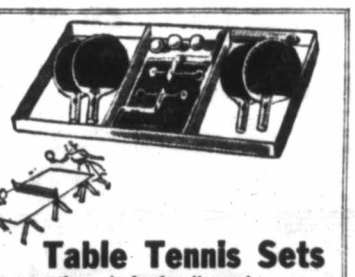


Table Tennis Sets

A game the whole family enjoys . . . table tennis. This 4-player set has rubber-faced bats, good quality net, posts and balls. Boxed, with instructions.
Opportunity Day Special, set **6.19**

Muscle Exerciser

Save on 3 and 5-strand exercisers with new Saf-Tee handles. Strands are of resilient long-lasting rubber.
Opportunity Day Special
3-strand **2.69** 5-strand **4.69**

Brief Cases

Another Opportunity Day Special . . . sturdy post-type handle brief cases of smart split leather in tan or red-brown.
Opportunity Day Special, each **6.99**

EATON'S—Sporting Goods and Leather Goods, Main Floor, House Furnishings Building, Phone EV 2-7141

Clearance Bulky Knit *Orlon Sweaters

Your chance to buy smart and beautiful bulky-knit sweaters at a low, special price. Don't miss this opportunity! See the lovely cardigans with push-up sleeves, turn-down collar. Choose rust, white or royal blue in broken sizes, small, medium and large. Regularly 6.98.

Opportunity Day Special, each **3.49**

*Dupont trade name

EATON'S—Accessories, Main Floor, Phone EV 2-7141

It Pays to Shop at EATON'S

Store Hours: 9 a.m. to 5.30 p.m. daily. 9 a.m. to 9 p.m. Friday.
Telephone EV 2-7141 or Toll-Free Zenith 6100.

THE T. EATON Co CANADA LIMITED